

Author: ANETA KUŹNIARSKA

*PERSONNEL CONTROLLING IN THE RETAIL CHAINS - MODEL TERMS*

The dissertation was devoted to identifying areas of personnel controlling activity, with particular emphasis on the retail network and the search for controlling tools for this area. The study also includes an attempt to model the process of personnel controlling implementing in the organization.

The first part of the dissertation deals with the characteristics of personnel controlling and transformations during the years. It has discussed its objectives and tasks, with particular emphasis on commercial enterprises. In tabular form are presented available HR control indicators and control methods as tools adopted from other management areas.

The second chapter of the dissertation has contained the characteristics of commercial enterprises taking during their transformation in Poland after 1989. It's presented elements of creating competitive advantage in commercial companies, combined with the implementation of personnel controlling. The characteristics of trade as an employer were also made.

The third chapter of the dissertation has described the research's purpose and object. There are also points out research problems, hypotheses and relationships which have been verified at a later stage of the study. For this purpose tools were used questionnaire surveys and structured interviews.

The results of the theoretical-analytical and quantitative studies have presented in the fourth chapter of the dissertation. The study has allowed presenting the concept of the HR model architecture for commercial enterprises with the indicators intended for them.

The summary included information on the verification of hypotheses and the cognitive, theoretical and methodological goals. The direction of further studies concerning personnel controlling in commercial companies was also indicated.

Kraków, dn. 13.11.2017 r.

  
.....